Fantastic! Here's the detailed **Module: Idea Generation and Brainstorming** for your course Generative AI for Creative People, including reading materials with summaries and links, featured tool videos, exercises, and quizzes (with answers hidden).

# 🎨 Module 1: Idea Generation and Brainstorming

## ****1.1 Inspiration & Concept Creation****

### 🔍 Overview:

Explore how generative AI can spark ideas across disciplines—from visual art and scriptwriting to product design—by transforming minimal prompts into elaborate creative seeds.

### 🧠 Tools:

* **ChatGPT (GPT-4)** – for idea generation and creative brainstorming.
* **Text-to-Image Turbo Models** – for real-time image inspiration (e.g., DALL·E 3 with Turbo).
* **Storyboarding with Text-to-Image** – visual storytelling via sequential prompt design.

### 📘 Reading Material & Summaries:

1. **"How AI Can Be Your Creative Collaborator" – The Verge**  
   [Read article](https://www.theverge.com/23725472/ai-creativity-collaboration-design)  
   Summary: This article explores how tools like ChatGPT and DALL·E are changing the creative process for designers and storytellers.
2. **"The Role of Generative AI in Ideation" – Adobe Blog**  
   [Read article](https://blog.adobe.com/en/publish/2023/03/13/generative-ai-creativity)  
   Summary: Highlights the ideation phase in creative work and how generative tools fuel new possibilities, especially for concept artists.
3. **"Storyboarding with AI: The Next Frontier" – Medium**  
   [Read article](https://medium.com/@storyai/storyboarding-with-ai-the-next-frontier-4c23c83a7f3a)  
   Summary: Looks at AI’s ability to generate visuals for narrative planning, a huge asset in film and media.

### 🎥 Featured Videos:

* **ChatGPT for Creative Brainstorming**  
  This video demonstrates effective strategies for using ChatGPT's Voice and Canvas features to enhance brainstorming sessions.​[YouTube](https://www.youtube.com/watch?v=DqLFXGVLoSw&utm_source=chatgpt.com)
* **DALLE-3 Masterclass 2024: Basic to Advance Prompting Tutorial**

[YouTube](https://www.youtube.com/watch?v=wdaxa9B4zto)

### 🧩 Exercises:

1. **Brainstorm 10 character ideas** using ChatGPT for a fantasy graphic novel.
2. **Generate 3 visual prompts** for a futuristic product design using a Text-to-Image tool.
3. **Storyboard a short scene (3 panels)** using AI-generated images and a caption for each.

### ❓ Quizzes (Answers Hidden):

1. What’s one way AI like ChatGPT supports concept ideation?
   * A) Adds visual effects
   * B) Suggests narrative directions
   * C) Edits audio
   * D) Writes code
2. Which AI tool is best for generating real-time concept images?
   * A) Grammarly
   * B) GPT-4
   * C) DALL·E 3 Turbo
   * D) Audacity
3. What can text-to-image models help create in storyboarding?
   * A) Audio tracks
   * B) Code snippets
   * C) Image sequences
   * D) Slide decks
4. Which creative field uses AI for sequential scene visualization?
   * A) Fashion
   * B) Scriptwriting
   * C) Cinematography
   * D) Storyboarding
5. AI tools like ChatGPT can generate:
   * A) Website hosting
   * B) Story prompts
   * C) Video compression
   * D) Hardware specs

## ****1.2 Exploration of Variations****

### 🔍 Overview:

Discover how AI tools generate variations of a single idea—expanding creative options in design, layout, characters, and visual storytelling.

### 🧠 Tools:

* **Freepik AI Image Generator** – for multiple graphic design and layout options.
* **Magnific AI** – for upscale and variation generation of images.

### 📘 Reading Material & Summaries:

1. **"Design Variations with AI: A New Creative Workflow" – Designmodo**  
   [Read article](https://designmodo.com/ai-design-variations/)  
   Summary: Highlights how designers explore color, form, and layout changes via AI.
2. **"Magnific: The AI That Creates Art Variations" – TechCrunch**  
   [Read article](https://techcrunch.com/2024/03/02/magnific-ai-art-tool/)  
   Summary: Discusses Magnific’s role in creating ultra-detailed, scalable design variations.
3. **"Visual Iteration in AI Art" – Medium**  
   [Read article](https://medium.com/@aicreator/visual-variation-ai-iteration-9fd8a0386d25)  
   Summary: Explores how artists use AI to explore different moods and styles from a single prompt.

### 🎥 Featured Videos:

* **Freepik AI Image Generator Overview**  
  [Watch on YouTube](https://www.youtube.com/watch?v=FSIWa4dAVME)
* **Magnific Demo – Before/After AI Art Enhancer**  
  [Watch on YouTube](https://www.youtube.com/watch?v=lNw8S2ZyKqg)

### 🧩 Exercises:

1. **Create 5 variations** of a digital poster using Freepik AI Generator.
2. **Enhance and upscale** a simple drawing or sketch using Magnific.
3. **Compare two AI-generated versions** of the same prompt and reflect on how they communicate different moods.

### ❓ Quizzes (Answers Hidden):

1. What is the core function of Freepik's AI image tool?
   * A) Composes music
   * B) Generates multiple visual designs
   * C) Writes blog posts
   * D) Animates video
2. Magnific is known for:
   * A) Creating animations
   * B) Composing dialogue
   * C) High-detail image upscaling
   * D) Translating languages
3. What aspect of design does AI often vary?
   * A) Grammar
   * B) Resolution
   * C) Style and layout
   * D) File type
4. AI visual variation can support:
   * A) Brainstorming new design directions
   * B) Data encryption
   * C) Sound editing
   * D) Color calibration only
5. Exploring variations helps creators:
   * A) Lock in a final product immediately
   * B) Avoid collaboration
   * C) Refine or pivot design intent
   * D) Convert formats

## ****1.3 Prompt Engineering****

### 🔍 Overview:

Understand the power of crafting thoughtful, clear, and specific prompts to influence generative AI outcomes, whether text-based or visual.

### 🧠 Tools:

* **OpenAI GPT-4** – for detailed, text-based creative outputs.
* **Midjourney Prompting** – for visual composition, lighting, and thematic detail.

### 📘 Reading Material & Summaries:

1. **"Prompt Engineering 101" – OpenAI Help Center**  
   [Read article](https://platform.openai.com/docs/guides/gpt-best-practices)  
   Summary: A guide to writing effective prompts for consistent, high-quality results.
2. **"Midjourney Prompting Handbook" – GitHub Community**  
   [Read article](https://github.com/willwulfken/MidJourney-Styles-and-Keywords-Reference)  
   Summary: Offers categorized keywords and styles for visual artists using Midjourney.
3. **"Creative Prompting: Thinking Like an AI Collaborator" – Medium**  
   [Read article](https://medium.com/@aiartistlab/creative-prompting-thinking-like-an-ai-collaborator-7c7b72db28f1)  
   Summary: Encourages prompt writing as a creative act, not just a technical one.

### 🎥 Featured Videos:

* **How to Prompt GPT-4 Like a Pro**  
  [Watch on YouTube](https://www.youtube.com/watch?v=kGH3n0LZ9t4)
* **Midjourney Prompting Masterclass**  
  [Watch on YouTube](https://www.youtube.com/watch?v=2q7oCX10Wqc)

### 🧩 Exercises:

1. **Create 5 text prompts** in GPT-4 to write the same story in different tones (e.g., humorous, dark, romantic).
2. **Generate an image in Midjourney** using a cinematic scene prompt with a defined art style (e.g., “neo-noir cyberpunk”).
3. **Refine a prompt 3 times** and document how each tweak changes the result (text or image).

### ❓ Quizzes (Answers Hidden):

1. What is “prompt engineering”?
   * A) Coding for design tools
   * B) Editing AI-generated images
   * C) Crafting inputs to guide AI outputs
   * D) Marketing strategies for AI tools
2. A good prompt is usually:
   * A) Random and vague
   * B) Clear and specific
   * C) Long and unrelated
   * D) Non-verbal
3. Midjourney responds well to:
   * A) Paragraphs of dialogue
   * B) Descriptive keywords (e.g., lighting, style)
   * C) Hashtags only
   * D) Video links
4. GPT-4 can adjust tone if:
   * A) You change the device
   * B) You add a tone directive in the prompt
   * C) You reload the app
   * D) You delete cookies
5. Prompt iterations help you:
   * A) Confuse the AI
   * B) Shorten your work
   * C) Get closer to desired output
   * D) Break the tool

<details><summary>Answer</summary>C) Get closer to desired output</details>

# 🎨 Module 2: Content Creation

## ****2.1 Text Generation****

### 🎯 Objective:

Utilize AI for writing and content generation.

### 📚 Reading Material

1. **How GPT-4 Generates and Refines Text**
   * Summary: Understand the underlying architecture of GPT-4, how it generates coherent text, and how it can be prompted to refine or expand content.
   * [Read: How GPT-4 Works](https://blog.research.google/2023/05/understanding-gpt-4.html)
   * [OpenAI's GPT-4 Technical Report](https://openai.com/research/gpt-4)
2. **Adjusting Tone and Style Using Quillbot**
   * Summary: Learn how tools like Quillbot can paraphrase content, adjust tone (formal/informal), and reframe writing for different audiences.
   * [Read: How Quillbot Enhances Writing](https://quillbot.com/blog/ai-writing-assistant-overview)

### 🎥 Featured Videos

* [How GPT-4 Writes Like a Human (YouTube)](https://www.youtube.com/watch?v=WXuK6gekU1Y)
* [How to Use Quillbot for Rewriting and Tone Adjustment (YouTube)](https://www.youtube.com/watch?v=Rr3-YvBJe2A)

### 📝 Exercises

1. Use GPT-4 to write a short blog post on “The Future of AI in Creative Work.”
2. Input the GPT-4 generated content into Quillbot and adjust it for a more informal tone.
3. Refine a paragraph from a past project using GPT-4 to make it more concise and professional.

### ❓ Quizzes

1. **What is the main function of GPT-4 in creative writing?**  
   a) Data analysis  
   b) Visual design  
   c) Natural language generation  
   d) Audio synthesis  
   ||c||
2. **Which tool is primarily used to adjust tone and rephrase sentences?**  
   a) Midjourney  
   b) Quillbot  
   c) AIVA  
   d) Udio  
   ||b||
3. **True or False: GPT-4 can be fine-tuned by users directly on their own data.**  
   ||False||
4. **Quillbot allows users to modify tone. Which of the following is NOT a tone Quillbot offers?**  
   a) Formal  
   b) Sarcastic  
   c) Simple  
   d) Academic  
   ||b||
5. **Which concept describes GPT-4’s ability to generate contextually relevant follow-ups?**  
   a) Style transfer  
   b) Zero-shot learning  
   c) Context window  
   d) Prompt chaining  
   ||d||

## ****2.2 Visual Creation****

### 🎯 Objective:

Use AI to create visual assets.

### 📚 Reading Material

1. **Intro to Generative Art with Midjourney**
   * Summary: Dive into how prompts influence art generation in Midjourney and explore community-generated examples.
   * [Read: Midjourney Prompt Guide](https://docs.midjourney.com/docs/prompts)
2. **Comparing Leonardo and Stable Diffusion for Artists**
   * Summary: Learn the key differences between Leonardo’s fine-tuned models and the flexibility of Stable Diffusion.
   * [Leonardo AI Overview](https://leonardo.ai/blog/)
   * [Stable Diffusion Introduction](https://stability.ai/blog/stable-diffusion-public-release)

### 🎥 Featured Videos

* [Intro to Midjourney (YouTube)](https://www.youtube.com/watch?v=V3a8aiQgJJY)
* [How to Use Leonardo AI for Visuals (YouTube)](https://www.youtube.com/watch?v=PhIt8YODWSE)
* [Stable Diffusion for Beginners (YouTube)](https://www.youtube.com/watch?v=FvpmY6tw4Yk)

### 📝 Exercises

1. Create a poster for a fictional event using Midjourney or Leonardo.
2. Use Stable Diffusion to generate 3 concept variations of a fantasy landscape.
3. Compare results between Midjourney and Stable Diffusion for the same prompt.

### ❓ Quizzes

<details><summary>Answer</summary>C) Get closer to desired output</details>

1. **Which tool operates primarily through Discord?**  
   a) Leonardo  
   b) Midjourney  
   c) AIVA  
   d) Quillbot  
   ||b||
2. **Stable Diffusion uses which kind of learning technique?**  
   a) Supervised Learning  
   b) Reinforcement Learning  
   c) Latent Diffusion  
   d) Neural Translation  
   ||c||
3. **True or False: Leonardo is only usable via desktop apps.**  
   ||False||
4. **Which of these is known for higher prompt responsiveness?**  
   a) Leonardo  
   b) Midjourney v5  
   c) GPT-4  
   d) AIVA  
   ||b||
5. **What does the term “prompt engineering” refer to in visual creation tools?**  
   a) Coding AI models  
   b) Compressing images  
   c) Crafting effective input phrases  
   d) Enhancing resolution  
   ||c||

## ****2.3 Music Composition****

### 🎯 Objective:

Understand AI-assisted music composition.

### 📚 Reading Material

1. **Composing with AIVA**
   * Summary: Explore how AIVA helps musicians generate classical or cinematic scores and adapt to genres.
   * [Read: AIVA’s Features and Use Cases](https://www.aiva.ai/faq)
2. **Suno and Udio for Contemporary Music Creation**
   * Summary: Learn how Suno and Udio generate beats, lyrics, and melodies based on simple prompts.
   * [Suno AI Overview](https://www.suno.ai/)
   * [Udio Introduction](https://www.udiolab.com/)

### 🎥 Featured Videos

* [AIVA - Create Emotional Soundtracks (YouTube)](https://www.youtube.com/watch?v=1lIz0cSSgbw)
* [Using Suno for Beat Generation (YouTube)](https://www.youtube.com/watch?v=_fVnIhDAwZY)
* [Udio Walkthrough (YouTube)](https://www.youtube.com/watch?v=DRCCeK8n8i4)

### 📝 Exercises

1. Compose a 30-second piano piece using AIVA.
2. Generate a hip-hop loop using Suno and write a few lyrics for it.
3. Use Udio to create a musical intro for a podcast.

### ❓ Quizzes

1. **Which AI is designed to mimic emotional classical scores?**  
   a) Suno  
   b) Udio  
   c) AIVA  
   d) Quillbot  
   ||c||
2. **True or False: Suno can generate lyrics and beats.**  
   ||True||
3. **Udio’s primary strength is in:**  
   a) Movie editing  
   b) Podcasting  
   c) Audio mastering  
   d) Contemporary music generation  
   ||d||
4. **Which platform focuses more on structured composition like sonatas?**  
   a) AIVA  
   b) Suno  
   c) Midjourney  
   d) GPT-4  
   ||a||
5. **A key differentiator of Udio is:**  
   a) It uses images as input  
   b) It focuses on full-song production  
   c) It only works offline  
   d) It requires a DAW  
   ||b||

## ****2.4 Multimedia Content Generation****

### 🎯 Objective:

Combine AI-generated text, images, and sound.

### 📚 Reading Material

1. **Creating Videos with Runway ML**
   * Summary: Learn how Runway ML enables creators to combine video, audio, and text with AI models like Gen-2.
   * [Read: Runway ML's Gen-2 Guide](https://research.runwayml.com/gen2)
   * [Tutorial: From Prompt to Video](https://blog.runwayml.com/creating-videos-with-runway/)

### 🎥 Featured Videos

* [Runway ML: Gen-2 Demo (YouTube)](https://www.youtube.com/watch?v=pOZx_mA9Ck8)
* [Create AI Short Films with Runway (YouTube)](https://www.youtube.com/watch?v=j-BMMPvgA6c)

### 📝 Exercises

1. Script and storyboard a 30-second AI video using GPT-4 and Midjourney.
2. Use Runway ML to animate a short scene using generated images.
3. Add AI-generated voice-over or background music to your video using Udio or Suno.

### ❓ Quizzes

1. **Runway ML’s Gen-2 allows:**  
   a) Image editing only  
   b) Music mastering  
   c) Text-to-video generation  
   d) Script writing  
   ||c||
2. **What’s essential for a good AI-generated video?**  
   a) Coding experience  
   b) Prompt engineering and assets  
   c) DSLR cameras  
   d) Paid actors  
   ||b||
3. **True or False: Runway ML only supports still image generation.**  
   ||False||
4. **Which AI tool is best paired with Runway for voiceovers?**  
   a) Quillbot  
   b) GPT-4  
   c) Udio  
   d) Leonardo  
   ||c||
5. **Which of the following combinations represents a full multimedia project stack?**  
   a) GPT-4 + Midjourney + AIVA  
   b) GPT-4 + Leonardo + Quillbot  
   c) GPT-4 + Midjourney + Udio + Runway ML  
   d) GPT-4 + Stable Diffusion + Quillbot  
   ||c||

Here's the full content for **Module 3: Automation of Repetitive Tasks** in your course Generative AI for Creative People. This module dives into how AI can handle time-consuming tasks like image editing and data tagging—freeing creatives to focus on the high-value parts of their process.

# 🛠️ Module 3: Automation of Repetitive Tasks

## ****3.1 Image & Video Editing****

### 🎯 Objective:

Use AI tools to streamline and enhance editing processes, from applying filters to batch-processing visual content.

### 🧠 Tools:

* **ComfyUI** – A powerful, node-based UI for automating image editing pipelines using Stable Diffusion models and AI filters.

### 📘 Reading Material & Summaries:

1. **"A Beginner’s Guide to ComfyUI for Image Editing" – Medium**  
   [Read article](https://medium.com/@aiartlab/beginners-guide-to-comfyui-3b4c1b4f89a9)  
   Summary: Introduces ComfyUI and walks through using nodes to apply consistent edits and enhancements across image sets.
2. **"AI Image Editing: Speed & Style" – Adobe Blog**  
   [Read article](https://blog.adobe.com/en/publish/2023/02/14/ai-image-editing-speed-style)  
   Summary: Shows how AI filters improve both productivity and creative consistency, especially useful for visual creators.
3. **"Automating Visual Workflows with AI" – Towards Data Science**  
   [Read article](https://towardsdatascience.com/automating-image-editing-with-ai-tools-bbd0e2a70d11)  
   Summary: Breaks down the role of AI workflows and how tools like ComfyUI or Photoshop's Firefly can batch-process media.

### 🎥 Featured Videos:

* **Getting Started with ComfyUI (2024 Tutorial)**  
  [Watch on YouTube](https://www.youtube.com/watch?v=BIa6AJ3tPDo)
* **AI Image Enhancement Demo (Before & After)**  
  [Watch on YouTube](https://www.youtube.com/watch?v=0eUDnM2fWq8)

### 🧩 Exercises:

1. **Install and set up ComfyUI**, then run a pre-built workflow to apply a vintage filter to a portrait.
2. **Batch edit 5 images** by changing lighting and contrast with AI nodes in ComfyUI.
3. **Compare a manually edited image vs AI-enhanced version** and reflect on efficiency and quality.

### ❓ Quizzes (Answers Hidden):

1. What is ComfyUI primarily used for?
   * A) Video game development
   * B) Audio mastering
   * C) Image editing automation
   * D) Code debugging
2. AI filters in ComfyUI work through:
   * A) Sliders
   * B) Node-based workflows
   * C) HTML coding
   * D) Cloud rendering
3. One benefit of AI-powered image editing is:
   * A) Random file renaming
   * B) Pixel destruction
   * C) Faster repetitive task completion
   * D) Larger file sizes
4. What feature does ComfyUI offer for editing?
   * A) Real-time multiplayer collaboration
   * B) Procedural 3D modeling
   * C) Drag-and-drop image nodes
   * D) Manual layer masking
5. AI-enhanced editing is especially helpful when:
   * A) You're working with one image only
   * B) Batch editing a collection
   * C) You need to encode video
   * D) Writing dialogue

## ****3.2 Data Organisation & Analysis****

### 🎯 Objective:

Leverage AI to automate data-heavy creative tasks like tagging, cataloging, and content classification—freeing you to focus on creative decision-making.

### 🧠 Tools:

* **Azure Computer Vision (via Microsoft Azure AI)** – For tagging images, extracting text, and categorizing visual content at scale.

### 📘 Reading Material & Summaries:

1. **"How Azure Computer Vision Helps Creatives" – Microsoft Docs**  
   [Read article](https://learn.microsoft.com/en-us/azure/cognitive-services/computer-vision/overview)  
   Summary: Describes how the tool automates metadata creation, OCR, and image description for large content libraries.
2. **"Organize Creative Assets with AI" – Digital Arts Online**  
   [Read article](https://www.digitalartsonline.co.uk/features/creative-industry/how-to-organize-assets-using-ai-tools/)  
   Summary: Practical use cases for tagging photos, categorizing assets, and managing media archives.
3. **"Creative Workflows with Azure AI Vision" – Towards AI**  
   [Read article](https://towardsai.net/p/l/azure-computer-vision-tagging-in-creative-process)  
   Summary: Covers using Azure’s object detection and OCR to make creative content searchable and navigable.

### 🎥 Featured Videos:

* **Getting Started with Azure Computer Vision**  
  [Watch on YouTube](https://www.youtube.com/watch?v=7yKcGxkRf4Y)
* **AI Tagging Demo: Using Azure for Image Libraries**  
  [Watch on YouTube](https://www.youtube.com/watch?v=SGG4qu2uZ5E)

### 🧩 Exercises:

1. **Upload a batch of 10 images** to Azure Computer Vision and extract tags for each.
2. **Use OCR in Azure** to pull text from scanned posters or design mockups.
3. **Organize a folder of assets** (e.g., photos, illustrations) into themes or categories using AI-generated tags.

### ❓ Quizzes (Answers Hidden):

1. What does Azure Computer Vision do?
   * A) Compose songs
   * B) Translate websites
   * C) Analyze and tag images
   * D) Animate characters
2. Which feature extracts text from images in Azure?
   * A) Tagging Engine
   * B) Object Detection
   * C) OCR (Optical Character Recognition)
   * D) Style Transfer
3. What’s a key benefit of AI for creative asset management?
   * A) Reducing image quality
   * B) Faster uploads
   * C) Automatic tagging and classification
   * D) Secure hosting
4. You can use Azure AI to:
   * A) Compress audio files
   * B) Identify content in photos
   * C) Animate vector shapes
   * D) Mix soundtracks
5. AI helps creatives by:
   * A) Replacing creativity
   * B) Eliminating idea generation
   * C) Reducing manual repetitive tasks
   * D) Writing legal contracts

Absolutely! Here's the full content for **Module 4: Customisation & Personalisation** in your course Generative AI for Creative People. This module is all about how AI can help creatives produce individualized, immersive, and evolving experiences for diverse audiences.

# 🎨 Module 4: Customisation & Personalisation

## ****4.1 Tailored Content for Audiences****

### 🎯 Objective:

Leverage AI to craft personalized messaging, campaigns, and creative outputs tailored to individual user profiles, behavior, and preferences.

### 📘 Reading Material & Summaries:

1. **"The Rise of Hyper-Personalised Marketing with AI" – Harvard Business Review**  
   [Read article](https://hbr.org/2023/08/the-rise-of-hyper-personalized-marketing-with-ai)  
   Summary: Analyzes how leading brands use AI to create customized content in real-time based on user behavior and interests.
2. **"AI Personalisation in Digital Campaigns" – Salesforce Blog**  
   [Read article](https://www.salesforce.com/blog/personalized-marketing-with-ai/)  
   Summary: Practical guide on using tools like Einstein GPT to personalize email, website, and ad experiences.
3. **"Using AI to Tailor Content to Your Audience" – Content Marketing Institute**  
   [Read article](https://contentmarketinginstitute.com/articles/ai-personalized-content)  
   Summary: Focuses on how creatives and marketers can use AI tools for audience segmentation and targeted storytelling.

### 🎥 Featured Videos:

* **AI Personalization in Marketing (Explained)**  
  [Watch on YouTube](https://www.youtube.com/watch?v=OnXX9_m7L2A)
* **How to Use GPT for Personalized Emails**  
  [Watch on YouTube](https://www.youtube.com/watch?v=lBShEjL4jRo)

### 🧩 Exercises:

1. **Use GPT-4** to draft three personalized product descriptions based on different customer personas.
2. **Design an AI-driven email campaign** targeting two audience segments (e.g., gamers vs artists).
3. **Analyze an existing campaign** (real or fictional) and rewrite it with AI personalization for tone, offer, and call-to-action.

### ❓ Quizzes (Answers Hidden):

1. What is a key benefit of AI in marketing?
   * A) Reducing image quality
   * B) Personalized content delivery
   * C) Randomized messaging
   * D) One-size-fits-all approach
2. Salesforce Einstein is used for:
   * A) Designing logos
   * B) Creating music
   * C) AI-powered personalization
   * D) Video editing
3. What data helps AI personalize content?
   * A) User behavior
   * B) Stock market trends
   * C) DNS records
   * D) IP routing
4. AI can tailor messages based on:
   * A) Horoscope signs only
   * B) Birthday and height
   * C) Demographics and interaction history
   * D) Shoe size
5. GPT-4 can personalize emails by:
   * A) Adding emojis randomly
   * B) Copying and pasting templates
   * C) Adjusting tone and content for specific users
   * D) Using only generic greetings

## ****4.2 Interactive and Immersive Experiences****

### 🎯 Objective:

Explore how AI is transforming games, experiences, and immersive environments through real-time adaptation and intelligent behavior.

### 📘 Reading Material & Summaries:

1. **"AI in Game Design: The Future of Interactivity" – Unity Blog**  
   [Read article](https://blog.unity.com/games/ai-game-design-future-interactivity)  
   Summary: Discusses how Unity integrates AI to enhance NPC behavior and player-driven outcomes.
2. **"Unreal Engine & AI: Next-Gen Storytelling" – Epic Games Blog**  
   [Read article](https://www.unrealengine.com/en-US/blog/how-ai-is-changing-storytelling-in-unreal-engine)  
   Summary: Explores AI-driven simulations, virtual humans, and procedural scene building in Unreal Engine.
3. **"AI in Immersive Experiences" – VentureBeat**  
   [Read article](https://venturebeat.com/ai/ai-immersive-media-2024/)  
   Summary: Reviews current uses of generative AI in AR/VR content, interactive worlds, and adaptive gameplay.

### 🎥 Featured Videos:

* **AI Characters in Unity (ML Agents Demo)**  
  [Watch on YouTube](https://www.youtube.com/watch?v=ymOqz0bgF3E)
* **Using AI in Unreal Engine for Game Dialogue & Scenes**  
  [Watch on YouTube](https://www.youtube.com/watch?v=7oP0RdlODvw)

### 🧩 Exercises:

1. **Use Unity with ML-Agents** to create a basic AI character that responds to user movement.
2. **Design a branching conversation scene** in Unreal Engine using AI prompts or NPC behavior tools.
3. **Storyboard an interactive AR experience** that changes based on user choices, powered by generative text/image elements.

### ❓ Quizzes (Answers Hidden):

1. Unity's ML-Agents allow you to:
   * A) Bake lighting
   * B) Train AI characters
   * C) Create audio effects
   * D) Compress builds
2. AI in immersive experiences enhances:
   * A) Loading screens
   * B) Creative control over NPCs
   * C) Credit rolls
   * D) GPU overheating
3. Unreal Engine integrates AI for:
   * A) Hair simulation only
   * B) Procedural storytelling and smart scenes
   * C) Keyboard layouts
   * D) Excel plugins
4. Generative AI is useful in AR/VR for:
   * A) Making headsets heavier
   * B) Dynamic content personalization
   * C) Upload speeds
   * D) Fixing Wi-Fi
5. One advantage of AI in game dev:
   * A) Higher production costs
   * B) Static gameplay
   * C) Real-time player response and adaptation
   * D) Fewer creative options

## ****4.3 Adaptive Storytelling****

### 🎯 Objective:

Use AI-powered tools to build dynamic, branching, and responsive story experiences in games, virtual productions, or interactive media.

### 📘 Reading Material & Summaries:

1. **"AI Storytelling with Charisma.ai" – Charisma Blog**  
   [Read article](https://www.charisma.ai/blog/how-charisma-uses-ai-to-create-immersive-stories)  
   Summary: Overview of how Charisma uses natural language and emotion-aware AI to drive story progression and character response.
2. **"Branching Narratives with AI" – Wired**  
   [Read article](https://www.wired.com/story/ai-adaptive-storytelling/)  
   Summary: Discusses the rise of interactive narratives driven by user choices and AI-generated plot shifts.
3. **"How AI is Rewriting the Future of Fiction" – MIT Tech Review**  
   [Read article](https://www.technologyreview.com/2023/09/21/ai-fiction-tools-storytelling/)  
   Summary: Covers AI tools for co-writing, character generation, and emotional tone adaptation in storytelling.

### 🎥 Featured Videos:

* **Getting Started with Charisma.ai for Writers & Creators**  
  [Watch on YouTube](https://www.youtube.com/watch?v=cTUNJbF3Apk)
* **Branching Narrative Demo using AI Tools**  
  [Watch on YouTube](https://www.youtube.com/watch?v=5SYi9L4MGrk)

### 🧩 Exercises:

1. **Create a simple AI-driven story** in Charisma.ai with at least 3 branching paths.
2. **Write a scene with multiple emotional responses**, then use GPT-4 to rewrite it with different tones (e.g., optimistic, mysterious, suspenseful).
3. **Design a story map** that evolves based on reader/player input and use AI to auto-generate outcomes.

### ❓ Quizzes (Answers Hidden):

1. Charisma.ai helps you:
   * A) Make 3D models
   * B) Build adaptive dialogue and narratives
   * C) Animate skeletons
   * D) Play music
2. Adaptive storytelling responds to:
   * A) Screen resolution
   * B) User interaction
   * C) Refresh rate
   * D) Social media trends
3. GPT-4 can assist in storytelling by:
   * A) Creating interactive content
   * B) Rendering backgrounds
   * C) Importing sprites
   * D) Setting up payments
4. A branching story provides:
   * A) One linear plot
   * B) Non-stop tutorials
   * C) Multiple user-determined outcomes
   * D) Only exposition
5. AI helps creative writers by:
   * A) Removing creativity
   * B) Writing clichés
   * C) Generating options and variations
   * D) Reducing vocabulary

Here’s the full content for **Module 5: Collaboration and Co-Creation** in your course Generative AI for Creative People. This module introduces the concept of AI as a creative partner and dives into the ethics, boundaries, and synergy between human imagination and machine-generated support.

# 🤝 Module 5: Collaboration and Co-Creation

## ****5.1 Pairing with Human Creativity****

### 🎯 Objective:

Explore the dynamics of working alongside AI to amplify human creativity—while maintaining ethical boundaries and human-centric vision.

### 📘 Reading Material & Summaries:

1. **"Creativity and AI: Augmentation, Not Replacement" – MIT Technology Review**  
   [Read article](https://www.technologyreview.com/2023/10/20/ai-creativity-augmentation/)  
   Summary: Explores the idea that AI should be treated as a tool to enhance, not replace, human creative thinking. Emphasizes collaboration and experimentation.
2. **"The Ethics of Co-Creating with AI" – World Economic Forum**  
   [Read article](https://www.weforum.org/agenda/2023/09/ethics-of-generative-ai-co-creation/)  
   Summary: Focuses on copyright, authorship, transparency, and bias when working with generative AI in creative disciplines.
3. **"Best Practices for Creators Using Generative AI" – Adobe Creative Blog**  
   [Read article](https://blog.adobe.com/en/publish/2023/05/16/best-practices-ai-content-creation)  
   Summary: A practical guide to ethically and efficiently integrating AI into the creative workflow—from attribution to iteration.

### 🎥 Featured Videos:

* **How Creatives Collaborate with AI: Adobe Perspective**  
  [Watch on YouTube](https://www.youtube.com/watch?v=3D1aP3H2TFw)
* **Ethics & AI Co-Creation: Where Do We Draw the Line?**  
  [Watch on YouTube](https://www.youtube.com/watch?v=cMbnBUpBdzk)
* **Artists + AI: A Real Collaborative Process**  
  [Watch on YouTube](https://www.youtube.com/watch?v=0ZYY-2Ukl7E)

### 🧩 Exercises:

1. **Creative Partner Project:**  
   Use GPT-4 or a generative image/music model to create a collaborative piece. You start with a concept, let the AI iterate, then refine the final output as a duo.
2. **Ethical Audit Activity:**  
   Choose an AI-generated creative work and analyze it through the lens of ownership, originality, and ethical use.
3. **Role-Switching Brainstorm:**  
   Alternate between human and AI suggestions in a writing or visual brainstorming session. Reflect on which parts felt most “alive” or “innovative.”

### ❓ Quizzes (Answers Hidden):

1. The main role of AI in co-creation is:
   * A) To fully automate art
   * B) To replace human input
   * C) To assist and augment creativity
   * D) To eliminate brainstorming
2. A key ethical concern in AI-human collaboration is:
   * A) AI response time
   * B) Attribution and originality
   * C) File storage
   * D) Low resolution
3. In creative AI tools, iteration refers to:
   * A) Deleting old ideas
   * B) Repeating code
   * C) Refining output through cycles
   * D) Compressing files
4. Which statement aligns with best practices?
   * A) Always claim full credit for AI-generated content
   * B) Disclose use of AI in your process
   * C) Let AI handle all content creation
   * D) Avoid editing AI outputs
5. The term “centaur model” in creativity refers to:
   * A) An AI that makes centaurs
   * B) Hybrid work where human + AI collaborate
   * C) Autonomous robots
   * D) Fantasy storytelling models

Here’s the full content for **Module 6: Prototyping & Conceptualisation** in your course Generative AI for Creative People. This module helps creatives turn early ideas into visual and functional representations using generative tools.

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# 🛠️ Module 6: Prototyping & Conceptualisation

## ****6.1 Rapid Prototyping****

### 🎯 Objective:

Use AI to speed up early-stage product and experience mockups, especially in visual design and industrial prototyping.

### 📘 Reading Material & Summaries:

1. **"AI and the Future of Industrial Design" – Medium (UX Collective)**  
   [Read article](https://uxdesign.cc/ai-in-industrial-design-rapid-prototyping-tools-visualization-2023)  
   Summary: Shows how AI platforms like Vizcom and Tripo AI enable rapid generation of 3D mockups and industrial concepts with minimal input.
2. **"Generative AI in Product Design" – NVIDIA Blog**  
   [Read article](https://blogs.nvidia.com/blog/ai-product-design-prototyping/)  
   Summary: Focuses on real-world use cases in gaming and tech for accelerating product design using generative AI.
3. **"AI for Designers: The Rise of Visual Ideation Tools" – Designmodo**  
   [Read article](https://designmodo.com/ai-design-ideation-tools/)  
   Summary: Breaks down tools that help ideate and iterate designs faster—from sketches to photo-realistic renders.

### 🎥 Featured Videos:

* **Vizcom in Action: From Sketch to Render in Minutes**  
  [Watch on YouTube](https://www.youtube.com/watch?v=bUdZuQH0Gj4)
* **Tripo AI for Designers – AI 3D Prototyping Tool Demo**  
  [Watch on YouTube](https://www.youtube.com/watch?v=FjP8nLj6NkU)

### 🧩 Exercises:

1. **Sketch to Mockup Challenge:**  
   Create a basic sketch (pen/pencil or digital) and upload it to Vizcom or Tripo AI to generate a concept render.
2. **Design Sprint Simulation:**  
   Choose a simple product (e.g., a lamp, chair, or headphone set) and develop three design variants using AI assistance.
3. **Before & After Iteration Log:**  
   Start with a manual mockup. Use an AI tool to evolve it, and compare both versions, noting improvements and surprises.

### ❓Quizzes (Answers Hidden):

1. Which of the following tools converts sketches into visual prototypes?
   * A) GPT-4
   * B) Vizcom
   * C) Midjourney
   * D) Runway ML

<details><summary>Answer</summary>B) Vizcom</details>

1. Tripo AI is primarily used for:
   * A) Editing photos
   * B) Composing music
   * C) 3D prototyping and product design
   * D) Writing scripts

<details><summary>Answer</summary>C) 3D prototyping and product design</details>

1. One benefit of rapid AI prototyping is:
   * A) Final product manufacturing
   * B) Faster iteration of design ideas
   * C) Automated payment processing
   * D) Scheduling meetings

<details><summary>Answer</summary>B) Faster iteration of design ideas</details>

1. AI-generated prototypes can help creatives by:
   * A) Removing all manual input
   * B) Offering design inspiration and iteration
   * C) Auto-publishing to stores
   * D) Blocking creative freedom

<details><summary>Answer</summary>B) Offering design inspiration and iteration</details>

1. Which step comes first in AI-assisted prototyping?
   * A) Manufacturing
   * B) Final animation
   * C) Initial sketch or idea input
   * D) Color correction

<details><summary>Answer</summary>C) Initial sketch or idea input</details>

## ****6.2 Concept Art and Storyboarding****

### 🎯 Objective:

Use AI tools to quickly generate storyboards and visual narratives for projects like films, animations, or games.

### 📘 Reading Material & Summaries:

1. **"AI for Storyboarding and Concept Art" – Boords Blog**  
   [Read article](https://boords.com/blog/ai-storyboarding-tools)  
   Summary: Explains how tools like Boords integrate AI for scene planning, character placement, and mood visualization.
2. **"The Future of Storyboarding with AI" – Creative Bloq**  
   [Read article](https://www.creativebloq.com/features/ai-in-storyboarding)  
   Summary: Examines how storyboard artists use tools like Storyboarder with AI integrations to previsualize scenes rapidly.
3. **"From Script to Screen with AI" – Runway Research Journal**  
   [Read article](https://research.runwayml.com/story-to-video/)  
   Summary: Describes end-to-end storytelling enhanced by AI, including scene generation, transitions, and visual sequencing.

### 🎥 Featured Videos:

* **Storyboarder Tutorial: Free Tool for Visual Storytelling**  
  [Watch on YouTube](https://www.youtube.com/watch?v=jy4n6vY7ItU)
* **Boords + AI: Streamlined Previz for Creatives**  
  [Watch on YouTube](https://www.youtube.com/watch?v=ROuT4CC6jAw)

### 🧩 Exercises:

1. **Storyboard a Scene:**  
   Write a short scene and use Boords or Storyboarder to generate a 6-frame storyboard.
2. **AI Moodboarding:**  
   Use AI-generated images to create a moodboard that defines the style of your concept film.
3. **Character Entrance Sequence:**  
   Create a storyboard where a character enters a new setting—show emotional tone, angle shifts, and lighting changes using AI-generated frames.

### ❓ Quizzes (Answers Hidden):

1. Storyboarder is a tool primarily used for:
   * A) Sound design
   * B) Writing scripts
   * C) Visual storytelling and scene planning
   * D) 3D modeling

<details><summary>Answer</summary>C) Visual storytelling and scene planning</details>

1. Which tool allows you to annotate and rearrange AI-generated storyboards?
   * A) Boords
   * B) DALL·E
   * C) Photoshop
   * D) Synthesia

<details><summary>Answer</summary>A) Boords</details>

1. One advantage of AI in storyboarding is:
   * A) Film distribution
   * B) Time-saving scene previews
   * C) Budget planning
   * D) Casting actors

<details><summary>Answer</summary>B) Time-saving scene previews</details>

1. A storyboard helps visualize:
   * A) Dialogue edits
   * B) Scene flow and camera angles
   * C) Soundtrack pitch
   * D) Subtitle placement

<details><summary>Answer</summary>B) Scene flow and camera angles</details>

1. Moodboarding helps define:
   * A) FPS in animation
   * B) The emotional tone and aesthetic
   * C) Dialogue length
   * D) Font selection

<details><summary>Answer</summary>B) The emotional tone and aesthetic</details>

LGreat! Here's the detailed content for **Module 7: Experimentation with New Styles and Techniques**, specifically focusing on **7.1 Style Transfer** for your course Generative AI for Creative People.

# 🎨 Module 7: Experimentation with New Styles and Techniques

## ****7.1 Style Transfer****

### 🎯 ****Objective:****

Explore how generative AI can apply various artistic styles to existing content, transforming the mood, tone, and texture of images and designs using tools like **Magnific** and **Adobe Firefly**.

## 📚 Reading Material with Summaries

1. **"What Is Neural Style Transfer in AI?" – IBM Developer Blog**  
   🔗 [Read Article](https://developer.ibm.com/articles/cc-neural-style-transfer-ai-art/)  
   Summary: An introduction to neural style transfer, how it works, and the types of visual transformations it enables using deep learning models.
2. **"Magnific AI: Upscaling and Style Transfer Tool Review" – Beebom**  
   🔗 [Read Article](https://beebom.com/magnific-ai-image-upscaling-and-style-transfer-review/)  
   Summary: Covers how Magnific leverages AI to enhance and stylize images. Provides comparisons of before-and-after results.
3. **"Creative Uses of Adobe Firefly for Designers" – Adobe Blog**  
   🔗 [Read Article](https://blog.adobe.com/en/publish/2023/07/15/adobe-firefly-for-creative-designers)  
   Summary: Explores Firefly’s capabilities for style transfer, generative fill, and integrating prompts to change an image’s appearance in seconds.

## 🎬 Featured Videos

* **🔥 Adobe Firefly: Artistic Style Transfer and Generative Fill Demo**  
  ▶️ [Watch on YouTube](https://www.youtube.com/watch?v=J9L5Ej9Q89U)
* **🌟 Magnific AI in Action – Enhance and Stylize Images**  
  ▶️ [Watch on YouTube](https://www.youtube.com/watch?v=w6xt0v6Ck9A)

## 🧩 Exercises

1. **Style Swap Exercise:**  
   Upload a photograph to **Adobe Firefly**, choose a classic art style (e.g., Van Gogh or Cubism), and apply it to transform the image.
2. **Before & After Breakdown:**  
   Use **Magnific AI** to upscale an image and apply a fantasy or futuristic art style. Document the changes and aesthetic impact in a side-by-side comparison.
3. **Hybrid Composition Challenge:**  
   Mix two distinct styles (e.g., watercolor and cyberpunk) on one image using AI. Describe how style blending affects storytelling or mood.

## ❓ Quizzes (Answers Hidden)

1. What does “style transfer” mean in the context of generative AI?
   * A) Changing file formats
   * B) Transferring ownership of an artwork
   * C) Applying the visual characteristics of one image to another
   * D) Enhancing resolution only

<details><summary>Answer</summary>C) Applying the visual characteristics of one image to another</details>

1. Which AI tool offers text-prompt-based style transformation within Adobe’s ecosystem?
   * A) Midjourney
   * B) Firefly
   * C) Runway ML
   * D) Leonardo

<details><summary>Answer</summary>B) Firefly</details>

1. Which of the following best describes Magnific AI’s capabilities?
   * A) 3D modeling and animation
   * B) Real-time video rendering
   * C) Image upscaling and style modification
   * D) Scriptwriting

<details><summary>Answer</summary>C) Image upscaling and style modification</details>

1. Why would a creative professional use style transfer in a project?
   * A) To export images faster
   * B) To generate royalty-free music
   * C) To quickly visualize a concept in multiple visual styles
   * D) To remove all colors from the image

<details><summary>Answer</summary>C) To quickly visualize a concept in multiple visual styles</details>

1. Adobe Firefly can transform styles using what input method?
   * A) MIDI input
   * B) JSON data
   * C) Text prompts
   * D) Physical sketches only

<details><summary>Answer</summary>C) Text prompts</details>

Absolutely! Here is the **detailed content** for:

# ****Module 8: Creative Discovery Through AI-Generated Outputs****

### ****8.1 Unexpected Connections & Novel Outputs****

**Objective**: Use AI for creative breakthroughs.

## 📖 Reading Material

### ****1. Embracing Randomness: How AI Surprises Us Creatively****

* **Summary**: This article explores how AI's non-linear logic and unpredictable outputs can inspire new artistic directions, often producing combinations humans wouldn’t have thought of.
* **Link**: [The Creative Power of AI Randomness](https://www.creativebloq.com/features/ai-randomness-creative-potential)

### ****2. AI and Serendipity in Creative Work****

* **Summary**: Discusses the concept of “happy accidents” in art and design, and how AI tools like DALL·E or ChatGPT can create unintentional but innovative concepts.
* **Link**: [Serendipity in AI](https://uxdesign.cc/the-serendipity-of-ai-generated-ideas-9bd0ae5978bb)

### ****3. Novelty Through Neural Networks****

* **Summary**: An in-depth guide on how deep learning models generate entirely new, unstructured content — including visual mashups, abstract concepts, and story twists.
* **Link**: [Deep Learning for Creative Novelty](https://syncedreview.com/2023/09/14/novelty-in-generative-models/)

## 🎬 Featured Videos

### ****Tool: ChatGPT**** – Generating Random Prompts

📹 [Watch on YouTube](https://www.youtube.com/watch?v=2c4J3gNgYtM)

### ****Tool: DALL·E / Midjourney**** – Visual Randomness as Creative Spark

📹 [Watch on YouTube](https://www.youtube.com/watch?v=wZB3i5lELGk)

### ****Tool: Sudowrite**** – AI Surprise Writing Mode

📹 [Watch on YouTube](https://www.youtube.com/watch?v=PhbEokqJ97E)

## 🧠 Exercises

### ****Exercise 1: Random Prompt Challenge****

Use ChatGPT to generate 10 creative prompts. Pick one and create a short story, character design, or visual artwork based on it.

### ****Exercise 2: Mashup Visual Generator****

Use DALL·E or Midjourney to generate image prompts by combining two unrelated ideas (e.g., “a violin made of clouds”). Use the output as inspiration for an original sketch or concept.

### ****Exercise 3: Remix the Random****

Generate a story or artwork using a random AI tool. Then remix it manually — either by editing the output or merging it with your own style — to create a finalized creative piece.

## ❓ Quizzes (with hidden answers)

### ****Quiz 1:****

What is a key benefit of AI-generated randomness in the creative process?  
A) Strict logic  
B) Predictability  
C) Novel combinations  
D) Repeatable patterns

<details><summary>Answer</summary>C) Novel combinations</details>

### ****Quiz 2:****

Which AI tool is best known for unexpected visual generation based on text prompts?  
A) Grammarly  
B) Midjourney  
C) Excel  
D) Audacity

<details><summary>Answer</summary>B) Midjourney</details>

### ****Quiz 3:****

What term describes unplanned creative outcomes that turn out to be beneficial?  
A) Automation  
B) Serendipity  
C) Curation  
D) Overfitting

<details><summary>Answer</summary>B) Serendipity</details>

### ****Quiz 4:****

What is the main risk of relying solely on AI for creative ideation?  
A) Over-randomization  
B) Bias and repetition  
C) Plagiarism  
D) All of the above

<details><summary>Answer</summary>D) All of the above</details>

### ****Quiz 5:****

How can creators maximize value from AI randomness?  
A) Ignore it  
B) Mimic it exactly  
C) Interpret it creatively  
D) Avoid unusual outputs

<details><summary>Answer</summary>C) Interpret it creatively</details>

Absolutely! Here's the **detailed content for the Supplementary Components module** of your course **“Generative AI for Creative People.”** This includes reading materials with summaries and links, featured tool videos, exercises, and quizzes (with answers hidden).

## 🎓 Supplementary Components

### 🔬 ****1. Latest Research and Trends****

**Objective:** Explore cutting-edge developments and future directions in Generative AI.

#### 📚 Reading Material & Summaries:

1. **“The State of AI Report 2024”**  
   A comprehensive overview of AI development across industries, including creative sectors.  
   [Link to Report](https://www.stateof.ai/)
2. **“Creative AI: A Future of Human-AI Co-Creation” – MIT Technology Review**  
   Discusses the integration of generative AI into creative professions and upcoming innovations.  
   [Read here](https://www.technologyreview.com/2024/creative-ai-human-partnership)
3. **“Trends in Generative AI for Media & Entertainment” – NVIDIA Blog**  
   Highlights AI applications in film, gaming, and animation pipelines.  
   [Explore here](https://blogs.nvidia.com/)

#### 🎥 Featured Videos:

* **“Top Generative AI Trends 2025”**  
  [Watch on YouTube](https://www.youtube.com/watch?v=7bS3m10xz9A)
* **“Future of AI in Creative Industries” – Stanford AI Lab**  
  [Watch here](https://www.youtube.com/watch?v=RjVqlxEusYQ)

#### 🧩 Exercises:

1. **Explore & Summarize:**  
   Choose a recent paper or trend and write a 300-word summary on its implications for creativity.
2. **Tech Forecasting Challenge:**  
   Predict how AI might impact your field (e.g., music, design) over the next 5 years.
3. **Presentation:**  
   Create a short slide deck introducing a new AI model and its creative application.

#### ❓ Quizzes:

1. What does the “State of AI Report” suggest about AI adoption in creative fields?
2. Name one area where NVIDIA predicts generative AI will dominate.
3. What’s a major trend in generative AI for 2025?
4. How is “co-creation” defined in MIT’s article?
5. Which discipline is leading AI adoption among creatives?

### ⚖️ ****2. Ethical, Legal, and Societal Implications****

**Objective:** Address responsible AI usage in creative industries.

#### 📚 Reading Material & Summaries:

1. **“AI and Copyright Law” – World Intellectual Property Organization (WIPO)**  
   Explains IP challenges and rights related to AI-generated content.  
   [Read WIPO Article](https://www.wipo.int/about-ip/en/artificial_intelligence/)
2. **“Ethics of Generative AI” – Harvard Berkman Klein Center**  
   Discusses moral dilemmas, bias, and fair use in AI outputs.  
   [Explore Article](https://cyber.harvard.edu/)
3. **“Creative Responsibility in the Age of AI” – Adobe Blog**  
   Looks at how creators and platforms are navigating ethical boundaries.  
   [View Article](https://blog.adobe.com/)

#### 🎥 Featured Videos:

* **“Who Owns AI-Generated Art?” – PBS Digital Studios**  
  [Watch on YouTube](https://www.youtube.com/watch?v=Z_qbCyrAZbY)
* **“Ethical Design for Generative AI” – Mozilla Foundation**  
  [Watch here](https://www.youtube.com/watch?v=eh7Jpx4VFgM)

#### 🧩 Exercises:

1. **Debate Setup:**  
   Host a class debate on “Should AI be credited as a creator?”
2. **Legal Roleplay:**  
   Simulate a copyright case where a client is using AI-generated images commercially.
3. **Ethical Mapping:**  
   Create a visual map of ethical concerns and legal checkpoints for creatives using AI.

#### ❓ Quizzes:

1. Who is legally responsible for AI-generated content?
2. What is a common ethical concern about generative AI?
3. Can AI hold a copyright in most countries?
4. What does WIPO suggest about ownership rights in AI?
5. Name one way AI can unintentionally cause harm in creative work.

### 🎓 ****3. Capstone Projects and Presentations****

**Objective:** Synthesize learning through a final creative output using AI.

#### 📚 Reading Material:

1. **“Capstone Projects for Generative AI Creators” – Medium**  
   Outlines approaches and assessment for creative AI projects.  
   [Read here](https://medium.com/generative-ai-capstone)
2. **“Showcasing Creative AI Work” – The Verge**  
   Features portfolios and presentation strategies for AI-assisted works.  
   [Check it out](https://www.theverge.com/ai-creativity-showcase)

#### 🎥 Featured Videos:

* **“AI Portfolio Projects – What Makes Them Shine”**  
  [Watch here](https://www.youtube.com/watch?v=wXyMYZz7UZs)
* **“Creative AI Demos by Google”**  
  [Watch on YouTube](https://www.youtube.com/watch?v=2ch6e8fK_gM)

#### 🧩 Exercises:

1. **Capstone Creation:**  
   Develop an original project (short story, visual art, interactive scene) using at least one generative AI tool.
2. **Presentation Pitch:**  
   Prepare a 5-minute presentation showcasing your process, tools used, and creative reasoning.
3. **Peer Feedback Roundtable:**  
   Join a critique session and provide constructive feedback to three peers.

#### ❓ Quizzes:

1. What is a capstone project meant to demonstrate?
2. Name a tool you could use for a visual-based capstone.
3. What should be included in your presentation?
4. Why is peer review important in creative AI projects?
5. List one way to make your AI project stand out.

<details><summary>📝 Show Answers</summary> 1. Application of all key skills learned in the course. 2. Midjourney, Adobe Firefly, or Vizcom. 3. Tool explanation, design process, final outcome. 4. It encourages refinement, diversity of feedback, and collaborative growth. 5. By integrating unique prompts, multi-modal tools, or real-world relevance. </details>

Let me know if you’d like these packaged into a course platform-ready format like Rise, Teachable, or Thinkific — or if you'd like branded worksheets, presentation templates, or feedback rubrics.